

# Profile

of BLUE CROSS &amp; BLUE SHIELD of FLORIDA

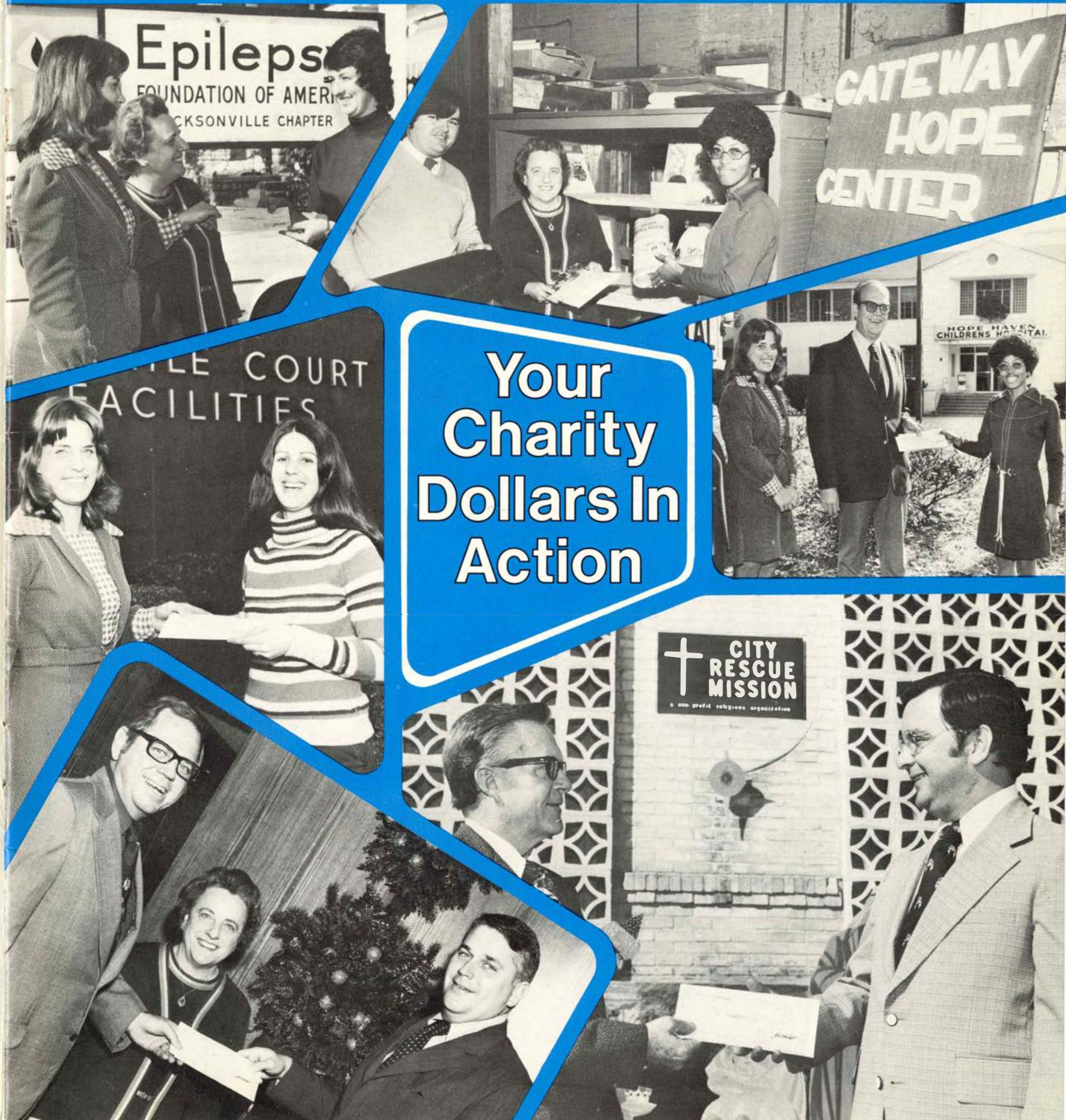
February, 1975

*In this Issue:*

### Charities Committee Gives \$8,300

### Heart Attacks

*Suggestion Winners Get \$429.00*





# Profile

Vol. 7, No. 8

February, 1975

Published monthly for the employees,  
their families, and friends of



**Blue Cross**®  
of Florida



**Blue Shield**®  
of Florida

532 Riverside Avenue  
Jacksonville, Florida 32202

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## EDITOR

Carole Utley

## REPORTERS

### SOUTH BUILDING

- 1 Sharon Warren
- 1 Jett Folds
- 1 Pat Ross
- 3 Bonnie Godbold
- 4 Melissa Day
- 5 Martha Poplin
- 5 Mary Denney
- 6 Virginia Dukes
- 7 Judy LePore
- 7 Tommie Curry
- 8 Janet Heney
- 9 Reva Oliver
- 10 Tina Henault
- 10 Sandra Jackson
- 11 Donna Haviland
- 12 Bonnie Hanson
- 12 Mary Terbrueggen
- 13 Sandi Wilson
- 13 Sharon Kinnison
- 14 Martha Hewlett
- 15 Sam Watson
- 16 Marianne Nielsen
- 16 Donna Haviland

17 Cindy Hutchinson

- 18 Jane Williams
- 18 Rose Sluder
- 19 Debbie Joseph
- 19 Marianne McIntosh
- 20 Judy Schneider

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- 4 Billy Hazlehurst
- 5 Anne Towery
- 5 Yvonne Cooke
- 6 Violet Williams
- 7 Sandy Osteen
- 8 Gwen Cline
- 9 Ruby DuBose
- 10 Rochelle Dryden

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® Blue Cross Association  
® National Association of Blue Shield Plans

# Your Charity Dollars In Action

The Blue Cross and Blue Shield Employees Charity Committee met in December to determine the amount of money to be donated to several organizations in Jacksonville not covered under the United Way. This money represents 10% of employees' contributions donated through payroll deduction and is indicated as "charity" on payroll checks. The other 90% is given to the United Way agencies.

As a result of the meeting, Chairman Chip Williams and several members of the committee visited six deserving organizations on December 23 to present checks for \$4,200.00. Additional checks for \$4,100.00 were mailed to other charities the first of the year.

Chip Williams reminds employees that statements of their individual contributions have been mailed out and may be used as tax deductions in filing 1974 Federal Income Tax returns.

In addition to the committee members pictured here, other members include Chuck Tudor, Manuel Matalobos, and Ron Ivey.

1. From left, Pat Hancock and Thelma Johnson hand a check for \$500.00 to Frances Eason, Epilepsy Foundation of America.
2. Thelma Johnson and Sandra Jackson are shown exhibiting articles made by blind persons who work at the Gateway Hope Center. The committee contributed \$750.00 to Bob Hagan, Production Manager of the facility.
3. Pat Hancock is shown presenting a check for \$150.00 to Marie Dyson, Youth Detention Center Coordinator.
4. Hope Haven Childrens Hospital Chief of Staff, Dr. C. F. Weiss, accepts a check for \$600.00 from Sandra Jackson. Pat Hancock is at left.
5. Bob Riggs hands a check for \$1,100.00 to Guy Nix, Chairman of the Cancer Society. Thelma Johnson is shown in center.
6. Chip Williams, right, presents a check for \$1,100.00 to H. Eggerton, Executive Director of the City Rescue Mission.





# Computer Operations... Something for all ages!



Fifth grade students from San Pablo, Seabreeze and Mayport elementary schools visited the Jacksonville headquarters with their teacher, Mrs. Rentsch, on December 11. Several departments were visited including Computer Operations which is shown in the background. They have also toured the Jacksonville Art Museum, Children's Museum, Mayport Naval Base, Haydon Burns Library, and Ft. Caroline.

These students make up a class which meets every Wednesday and participate in a program for gifted children. This resource class for academically talented students encourages independent learning and strengthens specific aptitudes and interests.

The tour was arranged by our Labor Representative Chuck Kanaszka (shown in background next to his son, David). The tour was conducted by Violet Williams, back left, Training and Development Department.



Twenty foreign students who could not go home for the Christmas Holidays were entertained by some church families and businesses in Jacksonville. Jack Manning, Systems Engineer Manager for IBM and a member of Southside Baptist Church, suggested our company host a tour for the students.

These young adults toured several floors of our complex including the Computer Operations Department shown at right, which were of particular interest to them.

Native countries represented by the students included Taiwan, Hong Kong, Northern Ireland, Greece, Israel and Iran. They attend colleges in Georgia, Louisiana, Michigan, New York City, Kentucky, Missouri, and South Carolina.



# Keeping Rates at a Minimum

Inflation is taking its toll in all aspects of the economy. Prices are skyrocketing and, unfortunately, there is little you can do about it.

But there is something the Florida Blue Cross and Blue Shield Plans can do to help curb the rising costs in the health field. We can help keep costs and rates to a minimum by utilizing and enforcing strict cost control programs. They won't stop costs from rising, but they do keep them from rising out of sight.

The following is a list of some of the cost control programs we are currently utilizing:



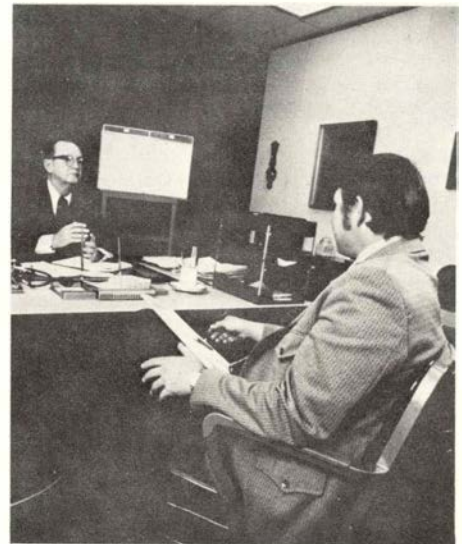
**Utilization Review** — The Florida Blue Cross and Blue Shield Plans have 44 full time field representatives constantly working

with providers of care (hospitals, nursing homes, and physicians) in a major effort to detect, prevent and correct over-utilization and mis-utilization around the state.

**Hospital Audits** — Are continually being done by our 13 Hospital Relations representatives. These audits are carried out to assure that dollars spent for subscribers' care are not diminished through the payment of service not covered, or submitted in error. Through our Hospital Relations personnel, avenues of communication between hospitals and the Blue Cross Plans are always open assuring smooth claims processing.

**Coordination of Benefits** — The Florida Plans encourage groups to strongly consider this cost savings feature. Under the Coordination of Benefits concept, duplicate payments are not made when another carrier has the primary responsibility of the claim. However we will coordinate benefits with the primary carrier to pay up to 100% of the bill.

**Subrogation** — A conservation effort whereby the Blue Cross and Blue Shield Plans are refunded money when the claim results from an accident and the subscriber involved is reimbursed through other insurance for hospital and doctor expenses.



**Claims Committee** — This committee of physicians meets weekly to review claims referred to them for medical judgments by the claims departments of the Florida Plans. The committee passes judgements which affect the economic interests of patients and subscribers alike. This cost savings approach helps the Plans to detect overcharges to our subscribers.

**Physician Relations** — The Florida Plans have 7 Physician Relations representatives located throughout the state, who work directly with physicians, explaining programs which we administer, including all cost control aspects. Our representatives appear before County Medical Societies, contact new physicians to Florida and generally serve as the direct avenue of communication between physicians and the Florida Plans.

# service awards

## 5 Years

### Blue Cross and Medicare A

Vivian L. Flowers	Group Accounting
Miriam Duque	Coral Gables
Patricia R. Hancock	Drug Claims
Elinor G. Mazyck	Group Accounting
Robert E. Schumacher	Employment
Verna M. Smith	Med. A Edit Review
S. F. Tucker	EDP Operations
Liliana T. Blanco	Coral Gables
David A. Carmel	EDP Systems
Doris Davis	Incoming Mail
Rosebud Bartley	Med. A In-Patient Billing
Sharon L. Melvin	Prod. & Quality Control
Yvonne H. Palmer	Group Accounting
Robert A. Yates	Hospital Relations
Rohn D. Rich	Quality Control

### Blue Shield and Medicare B

Gerald W. Landgraf	Claims Administration
Priscilla L. Davis	Med. B Claims
Janie B. Nelson	Telephone Communications
Euretha M. Thomas	Mail Operations
Brenda J. Furlow	CHAMPUS Claims

## 1 Year

### Blue Cross and Medicare A

Deloris J. Brown	Word Processing
Nery E. Gras	Provider Reimbursement
Bette D. Jones	Fort Lauderdale
James T. Mallon	Utilization Review
Wanda C. Owens	Med. A In-Patient Billing
Alice M. Pilkinton	Major Medical Claims
Sue A. Moore	Group Sales
Etta J. Rhoten	Quality Control
Josephine Jugo	Coral Gables
Nellie F. Adams	Direct Accounting
Ejetta E. Arp	Cashiers
Joanne Gagne	Group Accounting
Eunice M. Grant	Blue Cross Services
Rigoberto J. Hernandez	Coral Gables
Mary S. Hook	Prod. & Quality Control
Patricia G. Jowers	Utilization Review
Minnie G. Pate	Lake City
Willie C. Scott	Methods
Marilyn H. Stewart	Med. A. Medical Review
Jerry M. Summerford	Prod. & Quality Control
Ruth C. Woolf	Med. A Medical Review
Laura J. Daniels	Special Claims
Sandra M. Bishop	Gainesville
S. A. Grier	Safety & Security
Melody A. Morton	Group Accounting
Dale R. Rose	Tampa Regional
Betty A. Wright	Controller's Office
Charlene R. Hill	Inter-Plan Bank Billing
Bruce A. McGowen	West Palm Beach
Deborah Langford	Cashiers

Niurka M. Arostiguez	Coral Gables
Karen S. Broward	PR Claims
William J. Hammond	Computer Operations
Shirley M. Jerkins	Group Accounting
Jeffrey D. Kearney	Methods
Cathryn Stewart	Group Accounting
Kenneth M. Bruce	Building Management
Carolyn M. Lott	Microfilm Processing
Dwight W. Wilson	Disbursements

### Blue Shield and Medicare B

Benjamin L. Copeland	Med. B Typing
Joseph P. Davis	Med. B Administration
Frances E. Eyles	Service III
Nancy S. Glover	Data Recording
Victoria C. Hackford	Critical Correspondence
Patricia L. Jones	Critical Correspondence
Senthia A. Medders	Med. B Claims Training
Brenda E. Robinson	Data Recording
Luzviminda R. Serwit	Data Recording
Mary A. Sutton	Med. B Claims
Mina M. Williams	Med. B Claims
Sandra D. Williams	Med. B Correspondence Control
Eva M. Brown	Med. B Correspondence Control
Brenda M. Sheffey	Comp. Cov. Physicians
Barbara A. Bouranis	Telephone Communications
Mary E. Davis	Data Recording
Terri E. Deck	Med. B Special Correspondence
Caryl A. Haffner	Med. B Night Claims
Deborah L. Houck	Telephone Communications
Drusilla Julian	Med. B Records
Laverne H. Patrick	Data Recording
Addie L. Quarterman	Med. B Correspondence Control
Robbin E. Smith	Physician Relations
Frankie D. Washington	Data Recording
Lou F. Love	Med. B Credit Adjustments
James F. Schlichter	Med. B. Correspondence
Jennifer A. West	Mail Operations
Elba R. Delagarza	Data Recording
Lillian E. Hill	Comp. Cov. Physicians
Patricia L. Green	Federal Blue Shield Claims



Lois Hatton receives her 15-year ruby service award pin from President J. W. Herbert at the Senior Staff meeting on January 13. Assisting in the ceremony is Harland Bradford, left, Director of Government Programs.

Lois is a Data Recorder in the Direct Data Entry Department and celebrated her 15th year with the Plans on January 11.



# Confidentiality of Medical Information

**Dr. Tom Irwin, Vice President and Medical Director, has passed along the following news release from the American Medical Record Association as pertinent reading material for all employees. The patient's right to privacy and the confidentiality of all patients' records should be uppermost in employees' minds at all times.**

The following position paper was adopted by the American Medical Record Association at the House of Delegates session, October 14, during the AMRA 46th Annual Meeting in San Francisco.

"The American Medical Record Association (AMRA) throughout its history has recognized the patient's right to privacy in relation to his medical record. While the patient does not have the property right to his record, he does have the protected right of information.

"The primary purpose of the medical record is to document the course of the patient's health care and to provide a medium of communication among direct care professionals for current and future patient care. Unless the patient can feel assured that the highly sensitive and personal information he shares with health care professionals will remain confidential, he may withhold information critical to his treatment, thereby diminishing the quality of the care provided him.

"Economic and social issues, together with technological advances, have resulted in an erosion of the confidential relationship traditionally existing between patient and health care professional. Substantiation of claims for payment has generated an ever increasing number of requests for information from patient health records. At the same time, the tremendous growth of computerized health data, the development of huge data banks and the advancements in record linkage pose an enormous threat to the privacy of medical information. The public is generally unaware of this threat or of the serious consequences of a loss of confidentiality in the health care system. Adequate measures to control medical privacy in the light of electronic information processing can and must be established.

"The American Medical Record Association recognizes the need for patient health information in providing a sound basis both for substantiating claims and for conducting medical care evaluation. Therefore, subject to applicable legal provisions, release of any individually identifiable medical information for any purpose other than patient care must be done only with the expressed authorization of the patient or his legal agent.

"Further, AMRA recommends greater emphasis on the patient's right to privacy by health care institutions through the establishment of written policies for the release of information, together with active educational programs for all staff personnel, to enforce these policies.

"With respect to this right of privacy, AMRA urges the development and implementation of programs to: (1) protect the patient from invasion of privacy as a result of indiscriminate and unauthorized access to confidential health information and (2) promote applicable usage of medical information once it is disseminated to authorized persons."

## A Pat On The Back To Kent Jacqmein From United Way



Robert Shircliff, 1974-75 United Way Campaign Chairman, has written our President, Mr. Herbert, the following letter concerning Kent Jacqmein who served as our "loaned executive" during the recent campaign:

"The United Way campaign achieved the highest amount of money ever raised in a single campaign this year. Of particular significance is the economic instability during the campaign months of September and October.

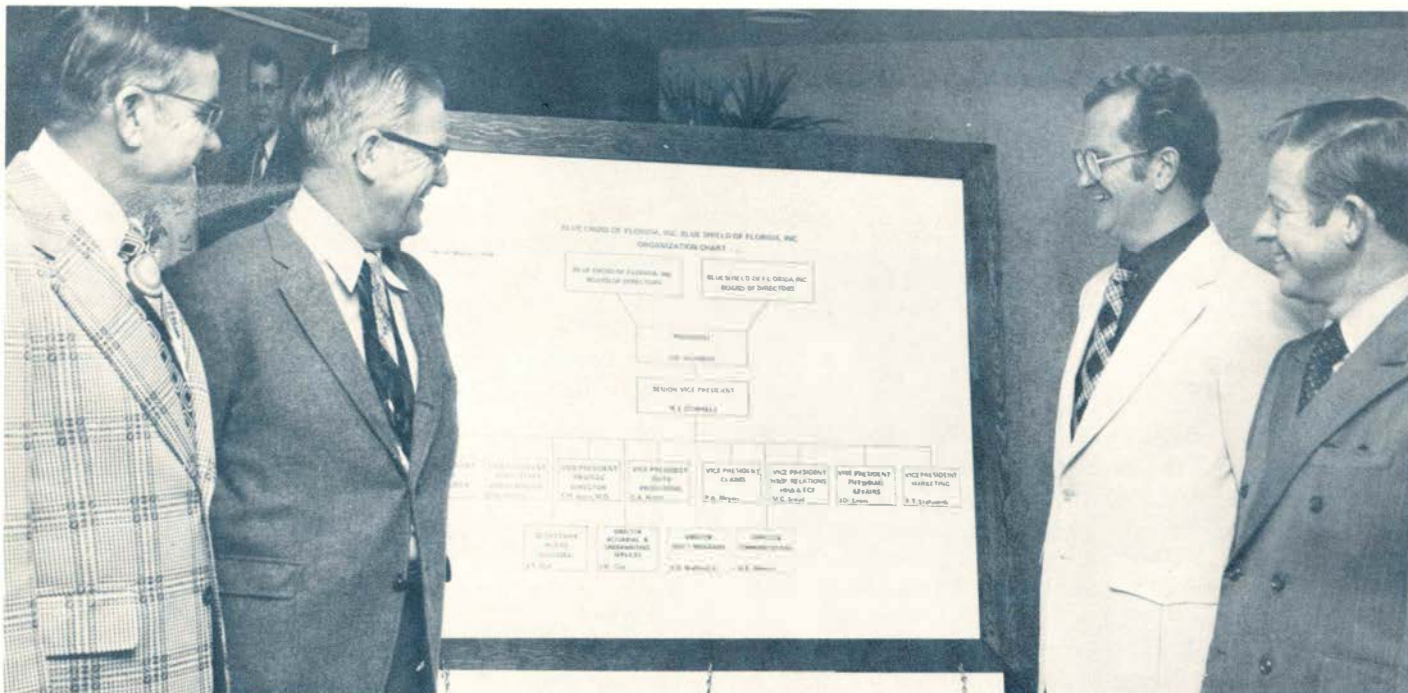
"Largely responsible for the \$200,000 over last year were the efforts of the Loaned Executives. This program was successful again because of the high quality of the men loaned to the United Way.

"We take particular pride in thanking you for the services of Kent Jacqmein. Kent was responsible for conducting United Way campaigns in over 40 local companies. Not only did he complete all his responsibilities, he also was responsible for campaigns being conducted in several companies which previously had not allowed their employees to be solicited.

"This was not a 9-5 job — many times Kent started early and worked late, making speeches and showing films to accommodate the various companies. His efforts involved organization and follow-through with the Chief Executive and Company Chairman and many others in each of his assignments. It included developing and working within a strict time schedule, yet being flexible enough to make last minute changes.

"Kent became deeply involved in what he was doing, with both the givers and recipients of service. He became knowledgeable of the United Way agencies and was able to speak directly and dramatically about the needs of people. Because of this, he was extremely effective in his presentations to employee groups. You could not have chosen a more capable man than Kent Jacqmein — for this we are grateful."





Two new Blue Cross Board members are pictured here during an orientation session on January 3. Looking at two Blue Cross organizational charts, from left, are Director of Hospitals, Middleton T. Mustian, Tallahassee Memorial Hospital, formerly a Blue Cross Board member; Mel Snead, Vice President-Hospital Relations; Bently B. Lang, Administrator of Manatee Memorial Hospital, Bradenton, and President of the Florida Hospital Association; and W. J. Stansell, Senior Vice President.



Employees in the Methods Department displayed their Christmas spirit by donating \$115.00 towards gifts for a needy family. The family of four, consisting of a mother and three children, was selected by contacting the Florida Division of Family Services.

Methods employees, with the exception of two people, are pictured, along with their gifts of a fully-cooked turkey, a ham, canned goods, staple items, clothing, games and toys for the children, and an electric toaster-oven for the mother, which were delivered to the family on December 20.





# Good Telephone Usage Can Help You

## **ANSWER PROMPTLY**

No one likes to wait. If possible, answer at the end of the first ring. Be ready to talk as soon as you pick up the receiver. Speak directly into the telephone. Hold the mouthpiece about an inch from your lips. Enunciate clearly.

## **IDENTIFY YOURSELF**

The conversation cannot really begin until the caller knows he has reached the right place. Give your name when answering your own extension telephone. When answering another's telephone, give his name, followed by your name. When answering an office extension telephone, identify the office and give your name.

## **TAKE CALLS FOR OTHERS COURTEOUSLY**

The person called may be in the office, but unable to answer his own telephone. Since the caller cannot see what is happening, give a sufficient explanation. Offer a choice between waiting or being called back.

## **TAKE MESSAGES ACCURATELY**

Taking messages reduces call-backs and promotes caller satisfaction. Keep pad and pencil readily available for taking messages. Request, rather than demand, information. Get complete details and repeat the information to make sure it is correct.

## **TRANSFER CALLS CAREFULLY**

Try to be helpful and transfer calls only when necessary. Tell the caller why a transfer is necessary. Using our Centrex system is efficient and fast.

## **HANDLE COMPLAINTS TACTFULLY**

You speak as your company's representative. A good reputation is founded on a pleasant, helpful attitude. Be a good listener and remain calm and friendly. Avoid blaming someone else or taking the matter personally. Apologize for mistakes. Be ready to volunteer information and offer assistance.

## **CHECK INFORMATION CONSIDERATELY**

Avoid saying "Just a minute" or "hold on." Explain why. If it will take some time to get the information, offer to call back. If you are away from the line for a long interval return to the line and report to the caller, as "I'm still checking on that, or may I call you back?"

## **USE THE DIRECTORY CORRECTLY**

The primary purpose of the directory is to assist telephone users to obtain or identify numbers they

wish to call. Always look up the number when you are in doubt. Write it down in a personal number booklet for future reference.

## **MAKE CALLS COURTEOUSLY**

When you reach the wrong party, be courteous enough to excuse the call by saying "I'm sorry, I have the wrong number."

Never hang up on anyone when you discover you have reached the wrong extension.

## **REFLECT PERSONALITY**

The picture you create over the telephone is formed entirely by what you say and how you say it. Acquire a good telephone personality by thoughtful consideration of the following terms:

## **EXPRESS OVERTONES**

Thoughtful consideration, courtesy, expressed sincere interest, understanding of the other person's point of view, and desire to be helpful.

## **BE HEARD CAREFULLY**

A normal conversational tone of voice — neither too loud nor too soft — carries best over the telephone.

## **SPEAK DISTINCTLY**

Distinct speech is essential, since the listener can neither read your lips nor see your expressions.

## **TALK AT AN APPROPRIATE PACE**

A moderate rate of speech is more easily understood but the pace should be related to the ideas being expressed.

## **CHOOSE THE RIGHT WORD**

Your ideas should be expressed simply, using descriptive words where appropriate. Technical, cumbersome, unnecessarily lengthy words may confuse the other person and may require explanation or even cause misunderstanding. Avoid slang because it sounds unbusinesslike.

## **INFLECTION**

Inflection, or the rise and fall of your voice, not only helps your thoughts but also adds personality to your voice. A monotone voice may seem disinterested because it is flat and lacks spirit.

## **END CALLS PLEASANTLY**

Leave a lasting favorable impression. Express regret or appreciation, as appropriate and add "Goodbye," plus the person's name, if known.





## Your Chances of Having a Heart Attack Look Pretty Good!

*In our age of increasing leisure time, excessive consumption of fatty foods and unearthly fear of exercise, the chances of having a heart attack look pretty good. If you have any doubts, the following article, based on a speech by Dr. Richard C. Bates Reported by GOOD HANDS of Allstate Insurance, will convince you.*

Since this is the era of "Do It Yourself," I'm going to tell you what you should do to make your own heart attack right in your own basement workshop.

### What is a Heart Attack?

The heart is a large muscular organ that pumps and circulates five quarts of blood around and around, over and over. A blood supply comes to the heart through tiny pipes or arteries that encircle the top of the heart something like a crown. The Latin word for crown is "corona," so we speak of these as the "coronary arteries." From birth these arteries begin to fill in with a fatty substance known as cholesterol. New arteries attempt to grow into the heart to bring in new channels for the flow of blood as these old arteries fill up. So we are all in a race from birth to death between these factors that stimulate the growth of new blood vessels into the heart, and promote the deposit of cholesterol in the old arteries.

The first symptom of trouble is pain. It's not that little pain you've been noticing in a small spot on the left side of your chest while I've been talking. That's not the pain of a heart attack. That's the pain of people who are worrying about having a heart attack. The pain of a coronary isn't over the heart at all, but in the upper center of the chest, and it hurts. It hurts as badly as a broken leg.

### Inducing Factors

First, it's not a matter of aging, as we originally thought. The peak for having a coronary is reached at age 45 if you are a man; 55 if you are a woman. After these ages, your

chances of dying of a coronary diminish partly because your chances of dying of other things increase.

One of the good things in your favor is the matter of heredity; the more people you have in your family who have died suddenly, the better your chances are. Then there's the matter of sex. Men have six times as many heart attacks as women.

It helps if you live in the city—city dwellers have more coronaries than country folks, and this is probably related to the matter of exercise. We used to teach that exercise brought on a heart attack. Now, we believe, it is the factor which stimulates the growth of new blood vessels into the heart. The heart is a muscle and the more it is used the better blood supply it grows for itself. In a study done in Great Britain, two-tiered buses require one man to sit and drive the bus all day, while another man is on his feet walking the aisles to the upper deck and down punching tickets. It was noticed that the bus drivers have quite a few heart attacks, while the conductors, on their feet all day, almost never have them.

But, then, what about the stories in the newspapers of people dropping dead during violent exercise? On a day in the winter when we have a wet, heavy snow, some newspaper reporter calls the city morgue and discovers that five men dropped dead while shoveling snow that day. The next day it's bright and sunny, and the snow is all cleared away. He doesn't call the morgue. If he did, he would find on that day 11 men dropped dead not shoveling snow. If it takes 45 years to bring on this disease, what you are doing in the last five or ten minutes is of little importance.

### Diet

The most important of all the factors you can control is the matter of diet. Cholesterol that fills in the walls of the arteries is found in a great many of the foods that we eat. Even if this were not so, the body is capable of manufacturing great amounts of it from certain fats in our diet.



Americans have more cholesterol in their blood streams and more heart attacks than any other people in the world.

However, the Swedes stand next to us in the amount of fat in their diet, and next to us in the amount of cholesterol in their blood stream, but they have only half as many heart attacks as do we. Now we believe this is because Swedes own fewer power lawn mowers, golf carts and self-winding wristwatches. By exercising more they modify the factor of diet.

Eskimos live on practically nothing but fat, and yet it was discovered that their blood cholesterol levels are a little below the international average. Eskimos' fats come from animals that swim in the sea, and these fats are normally liquid at room temperature. Fats that are liquid at room temperature (so called "soft" or "unsaturated" fats) do not elevate the blood cholesterol and some of them actually lower it. These fats in our diet would include corn oil (Mazola), cotton seed oil (Wesson Oil) peanut oil and olive oil. The fats which raise the blood cholesterol are solid or semisolid at room temperature ("hard" or "saturated" fats) and these are represented by beef suet, mutton tallow, pork lard, the more expensive spread—but also by vegetable fats that have been hydrogenated, such as the less expensive spread and the various lard substitutes.

So, if you want a heart attack, you should get as many of these hard fats into your diet as possible: Drink 15-20 cups of coffee with cream a day—it's surprising how much butterfat you can pick up in this fashion. There are two pats of butter dissolved in each glass of whole milk, so if you drink two quarts of milk a day, there are 16 pats of butter in your diet right there. Eat a lot of ice cream. Eat a lot of thick, juicy steaks, well marbled with fat, and don't trim the fat from around the edge—you paid for it, eat it. Marry the kind of woman who is noted as a good cook because she puts butter and cream in all of her recipes.

## Cholesterol

This sort of diet will not only elevate your blood cholesterol, but will also make you fat, and that's helpful, too. Thin people have just as many heart attacks as fat people, but the fat people are more inclined to have the fatal kind. How do you know if you're fat? Throw out the standard height and weight tables—they're far too easy to manipulate. Get hold of a tape measure and slip it around your waist. For a man, the normal waist measurement is 32 inches; for a woman, 26 inches. For every inch your waist measures more than this, you're five pounds overweight. So, if you're a man with a 40-inch waistline, this is 8 inches more than 32; at five pounds to the inch times eight, you're 40 pounds overweight. Another good way to tell is to recall how much you weighed on your wedding day. You're no taller than you were then and you certainly haven't gained any mus-

cle. So, if you weigh more than you did on your wedding day, it's fat.

It helps if you are wealthy. Rich people have more heart attacks than poor people presumably because they can afford more of those thick, juicy steaks and hire more of their yard work done. The one statistic that stands up in every study yet done is, the higher the standard of living, the more frequent are coronary occlusions.

## Smoking

One of the good, positive things you can do is to smoke cigarettes. Pipes and cigars have no effect, but two-pack-a-day smokers have twice as many heart attacks as non-smokers.

## Stress and Strain Concept

Here the scientists let us down. We can't determine the effect of these things on the incidence of heart attacks, because we can't measure nervous stress and express it in units, and in our business when we can't express a thing in units we can't measure its effect. If hard work has anything to do with this disease, it's that hard workers make more money and then eat a richer diet and get less exercise.

Still it's a notion that's been around a long time and we have an explanation for that, too. A physician in Great Britain had this to say on this subject: "People accept the stress and strain concept because it nourishes the ego of the believer and consoles his relatives. It places coronary heart disease in the position of being an unjust reward for virtue. How much nicer it is to be told it is due to hard work, laudable ambition and selfless devotion to duty, instead of to gluttony and physical indolence."

Another popular idea is that the tremendous and very real increase in heart attacks we've been seeing lately is somehow related to what is spoken of as the "increased pace and tensions of modern times." Actually, in these days of the 40-hour week and "cradle-to-grave security," it's doubtful if man ever had such a soft, relaxed existence in the history of the world. Our greatgrandfathers had to take the rifle with them when they went to the barn to be sure they'd get back to the house with their scalps on—that's tension.

## End Results

In summary, then, pick your ancestors, be a man, live in a city in the United States, make a lot of money sitting behind a desk, eat a lot of meat and dairy products, be fat, smoke two packages of cigarettes a day, and never exercise. Most people won't make any changes; just keep on doing what they've been doing.



# Suggestion Award Program Pays Out \$429.00



*W. R. Skelley, Vice President-Corporate Staff and Planning, presents a check for \$281.00 to Bob Ice, Maintenance Engineer. Building Manager Derald Smart is shown at right.*

Four employees have won a total of \$429.00 in suggestion checks. Winner of the largest award is **Bob Ice**, Maintenance Engineer, Building Management Department, who received a \$281.00 check to start off the new year right. His suggestion to make available additional storage space has been pending for some time until the space was actually needed.

His idea was to put concrete blocks on three sides of an area on the first level of the West Building parking garage to make additional storage space. Since the ceiling, floor, and lighting are already there, his suggestion would give an additional 2,650 sq. ft. of permanent storage space.

Bob has been an employee for three and a half years and won an award on his second attempt. Your editor cannot resist the temptation to make mention of the fact that Mr. **Ice** is an **air conditioning** engineer here in the company and smokes **Kool** cigarettes!

**Debra Parker**, Medicaid Department, received a check for \$128.00 which has been mailed to her since she left the company while her suggestion was being evaluated. Her idea was that family member numbers which are kicked out in the Edit error listing because of an incorrect check digit be recomputed automatically instead of manually.

Two other employees received \$10.00 checks: **Edna Adams**, Medicare B Claims, and **Sally Mae Key**, Mail Operations.

## Career Development Center

Plans have been finalized for our Career Development Center. You'll remember from a previous issue of PROFILE that the Career Development Center is designed to assist employees in identifying and developing their potential to the fullest, and to provide them with a maximum number of career options available for upward and lateral movement as the Plans grow.

Training for Assistant Managers and Managers who will serve as Observers in the Center while participants are involved in the job related exercises will be conducted the weeks of February 24 and March 3. The first program for employees will be held the week of March 17 with subsequent programs to be conducted every third week.





## Disney World's Tomorrowland Opens Space Mountain

Employees holding Magic Kingdom Club membership cards for Disney World will be interested in knowing that Walt Disney World unveiled its most exciting high speed thrill adventure on January 15. It is Space Mountain, part of a whole new Tomorrowland area in the Magic Kingdom. Former astronauts Scott Carpenter, Gordon Cooper and Jim Irwin attended the opening ceremonies.

The dramatic cone-shaped mountain, presented by RCA, encompasses a spine-tingling experience which designers say will bring guests as close as most will ever come to racing through outer space. It is 300 feet wide and 175 feet tall.

Guests travel through a "night sky" within the mountain, streaking upward past a giant X-15 rocket and then plunging earth-ward in a series of breath-taking twists and turns.

A whole new Tomorrowland is being built around Space Mountain. It features the innovative People Mover, Carousel of progress presented by General Electric, which tells of the growth of electricity in the American home from 1890 to the present, and the whirling StarJets adventure where two-man "jets" spin around a central pylon resembling a Saturn launch vehicle.





## "WE GET LETTERS..."

This letter was received in our Daytona Beach office: "I recently spent some time in the hospital and believe it or not, it was my first visit to the hospital in 63 years. Blue Cross and Blue Shield paid the whole shebang. Just the knowledge that one does not have to worry about financial disaster, tends to make recovery more certain. I don't know who conceived the concept of Blue Cross but whoever he was, (or maybe whoever SHE was), they are the old biddy's patron Saint, especially mine!"

\* \* \* \* \*

This letter was sent to Bea Stiven-der, Supervisor of Blue Shield Correspondence complimenting **Mary Smith** and **Rita Carter**: "I was promised a photostatic copy return of all materials for services rendered. I have finally gotten this straightened out with the fine help of Mary Smith and Rita Carter. I can say that they have been delightful and helpful and certainly reflect intelligent person-  
nel."

\* \* \* \* \*

These two letters were sent to **Elaine Thorpe**, Claims Examiner in the Ft. Lauderdale office: "I have been trying for four months to resolve a situation with no success concerning payment of two physicians who had operated on my wife. By chance one day I got Mrs. Thorpe on the phone, and although she had not originally worked with me concerning this matter, she went out of her way to help me as much as she could with courtesy and thoroughness in all our conversations. I feel that she should be commended for this, and please express to her my thanks and appreciation for anything that she was able to do to assist me."

"I want to thank you for the very kind, courteous, and efficient manner in which you handled my inquiries yesterday in your office. It was a reassuring and satisfying experience. I greatly appreciate it."

The following letter was sent to **Clarence Bolin**, Branch Manager in our St. Petersburg office complimenting three of his employees: "This letter is to tell you how much I appreciate the kind of treatment I received from your employees. They are always courteous and seem to be happy to furnish any information requested. It is a pleasure, these days, to find persons who deal with the public that are patient and willing to give all the time that is desired. I learned the names of three of your employees with whom I have talked who exemplify the qualities I have related herein: **Sue Nelson**, **Betty Travelstead** and **Rosemary Boost-ron**."

\* \* \* \* \*

This letter was written by a Ft. Lauderdale subscriber: "I have written you folks before telling you about the people you employ in your Ft. Lauderdale office. My wife and I have been members of Blue Cross and Blue Shield for many years. You have a wonderful person by the name of **Myrtle Crawford** working there. This woman takes time to tell you what you are entitled to and what you can't receive. It is a pleasure to talk also to your accounting department employees there. These women do not have an easy time with some people. We would like the management to know that they should be proud of persons like Mrs. Crawford and she should be told by management about the fine work she is doing. If more businesses had people like this, what a good world this would be."

\* \* \* \* \*

This letter concerns **Evelyn Yaniz**, Coral Gables: "We had to visit your office to find out what to do about changing from New York to Florida. We had Evelyn Yaniz take care of us and I have to compliment the firm for having a very courteous and helpful person take care of us. She is one of the nicest girls that we have met in Florida."

**Pat Pate**, West Palm Beach, received the following letter:

"It isn't often that one calls and receives the courtesy and help that I have received from 'your girls.'

"I must compliment you, Mrs. Pate, but I also want you to know how great these girls have been to me as no doubt they have helped many others. I thank you all again for not making me feel I'm a nuisance."

\* \* \* \* \*

Orlando's Branch Manager **Don Holdaway** is proud of these two letters from subscribers: "I wish to express my appreciation and heartfelt thanks to **Justina Marshall**, Claims Examiner. Through her efforts and knowledge she was able to help me obtain a refund of money due me of which I was not aware of. We are elderly people and even though we try to read and understand all the details of a contract, it does not always work out that way. Mrs. Marshall attacked the problem with efficiency and thoroughness and you are to be congratulated on the type of person she is who is able to handle problems with such dispatch."

"There are occasions when it becomes very gratifying to find an individual who can more than satisfy your inquiry with knowledgeable, intelligent, and tactful handling. I would like to recognize a certain individual as your **Marge Schiff** who I feel is an outstanding credit to your organization."



This letter was sent to the Cashiers Department: "I want very much to thank Blue Cross and Blue Shield for their kindness and help in all the sickness of the past year. I'm 76 and have always been pretty healthy. But looks like when sickness hits me, it was like the bottom falling out. As it was all my bottom I had trouble with, I thank God for helping me. It could have been worse as I was very sick. I pray the coming year will be much better. Sickness sure digs into your little savings. Thanks for Blue Cross and Blue Shield and Medicare."



The following letter was sent to our President, Mr. Herbert: "I have had several occasions to visit your West Palm Beach office and must comment on the efficiency and courtesy of the people there. They are most helpful and patient with the many problems that we new residents of this area have. One of your employees, **Mrs. Eleanor Turner**, is most patient and thorough and helpful in her solutions to our problems. I am sure that other people at that office are equally qualified."



A Coral Gables subscriber expresses her appreciation for service from **Terri Daly**, Claims Department, in the following letter: "I am a Dade County school teacher insured by your company. I have called your office for assistance and have spoken to Terri Daly many times. She is an asset to your company. She is always polite, interested in the individual, and always willing to go out of her way to help. It is always a pleasure to talk to someone so nice; it gives the public confidence in the company."

I have a suggestion for a new motto in the Claims Department: "DALY DOESN'T DALLY."



This letter was sent to our President, Mr. Herbert, concerning **Nancy Dolan** in the Merritt Island office: "I would like to offer gratitude for your choice of employees, namely, Nancy Dolan, of your Merritt Island office."

With tremendous hospital bills and eventual death in my family, Mrs. Dolan proved to be most helpful and consoling. Thank God for having such nice people as she."



A letter received in Jacksonville spotlights **Carolyn Isler**, Panama City: "I would like to take this opportunity to show my appreciation for the fine service provided by your representative in Panama City, Carolyn Isler. Over the past 21½ years, Carolyn has continued to provide Jackson Mills and Vanity Fair with the utmost in courteous and efficient service. These qualities, which seem to be growing more rare with each passing day, are gratefully appreciated."



Mr. Herbert received the following letter concerning two Ft. Lauderdale employees: "I deeply appreciate the excellent service, consideration and courtesy shown to my mother by **Myrtle Crawford** and **Helen Carpenter**. These two ladies have performed in a most impressive and outstanding fashion in assisting with the various claims and processing necessary. The patience, understanding, and kindness shown to my mother in the difficult time since my stepfather's demise are particularly appreciated. Your organization is to be congratulated for its fine service and for its good judgement in employing people such as Mrs. Crawford and Mrs. Carpenter."



A St. Petersburg subscriber writes concerning our picking up additional charges on her Medicare coverage: "I just couldn't resist saying thanks for the good news in your recent notice that you are assuming the extra charges for us. Such admirable conduct of a big business concern in these hectic days for each for themselves only, is, in my opinion, something to shout about, not just something to be taken for granted. So here's the appreciation of an 89 year old and best wishes for all concerned."

## MARLAYNE UPTON — EQUESTRIENNE PERSONIFIED

Marlayne Upton realized a dream come true on a Sunday, January 26 when she was given the opportunity to ride a Royal Lippizan Stallion named Pluto Platanna.

Marlayne is a claims analyst in the West Palm Beach branch office where she has worked since July, 1973. She is a real horse lover as well as lover of all animals and says she has always had a life long dream of riding one of these beautiful creatures.

When the Royal Lippizan Stallion show visited the West Palm Beach Auditorium, Mr. Ralph Boyes, Manager of the Auditorium, gave Marlayne the chance to ride Pluto Platanna valued at \$125,000.00. Mr. Boyes is a subscriber whom Marlayne has assisted several times in filing claims and showed his appreciation to her by arranging for her to ride the horse.

This particular animal's specialty is the Capriole. (The horse finds his tempo, leaps into the air drawing his forelegs under his chest at the height of elevation, kicks out violently with the hind legs). Marlayne explains only certain horses can learn the Capriole, and they are trained longer than the rest. She says the Capriole is the ultimate feat.

Marlayne is married to James who is a policeman for the town of Lantana. She has one child, a son named Michael who is two years old.



Marlayne Upton is shown astride a Royal Lippizan Stallion.





Priscilla Davis



Jackie Adkins



Louise Hoagland



Joyce Warner

## DAVIS & ADKINS PROMOTED TO MEDICARE B ASSISTANT MANAGERS

The promotions of **Priscilla Davis** and **Jackie Adkins** to Medicare B Assistant Managers have been announced by Bill Long, Assistant Director of Medicare Part B, and Joyce Bowman, Manager of Claims Payments, effective December 16 and 23 respectively.

Priscilla began working with the Plans in February, 1970 as a typist in Medicare A, transferring to Medicare B as a claims examiner in 1971. She has a thorough knowledge of claims examining and has held several jobs such as ADR clerk, 24 Reprocessing Clerk (handling routine unassigned, assigned, deceased, ambulance, rental and purchase claims), Quality Control Specialist, Section Leader and Supervisor of Routine Claims. She has worked in Correspondence, Reasonable Charge and Live Claims Review on a loan basis.

She is a native of Ft. Pierce where she graduated from Lincoln Park Academy and is a member of St. Annastasia Catholic Church. She completed two years of college in the field of Business Administration at Daytona Beach Jr. College and graduated from Lincoln-Florida Technical with a B average. She has used the company's Tuition Refund Program to further her education, and at present, she is attending the University of North Florida working on her degree in Business Administration.

Priscilla is married to Thomas and they have no children at this time. However, they have a lovely puppy named Dusty. Her hobbies are reading, dancing, cooking and sports (especially wrestling and football).

Jackie was hired in January, 1969 and previous jobs included Correspondence Clerk, Telephone Services, Hotline for Physicians, Training Instructor, Control Analyst and Supervisor of Control Analysts.

She is a native Floridian and graduated from Harlem High School in Harlem, Georgia. She has attended Florida State University and the University of Florida. She is working on a Bachelor of Religious Education at Luther Rice Seminary.

She and Mike have three children, Maurice, Jr., Justina and Sherri, and two grandchildren. Her daughter, Justina, is employed in our Orlando branch office. Jackie, Mike and Maurice are refinishing their swimming pool for the summer as a family project. Besides swimming, Jackie likes to sew and create dry flower arrangements.

## HOAGLAND AND WARNER PROMOTED IN BLUE CROSS DEPARTMENT

The promotions of **Louise Hoagland** and **Joyce Warner** have been announced by Ray Chaffin, Manager of Blue Cross Claims, effective December 2 and 9 respectively.

Louise was promoted to Supervisor of Blue Cross Edit and Central Typing. She was previously Supervisor of the Complementary Coverage Department. Joyce was promoted to Supervisor of Complementary Coverage succeeding Louise.

Louise has been an employee since April, 1966 and served as Section Leader from 1969 until 1971. She was promoted to Supervisor in June, 1971.

She is a native of Gainesville where she graduated from high school. She attended Florida State University for one year and completed two years of Nurses Training at Henry Grady in Atlanta.

She is married to Mac and they have two children, Carlie and LeeAnn. She is a member of the Golden Key Chapter of the American Business Women's Association, loves to cook and entertain, and enjoys all spectator sports.

Before her promotion to Supervisor, Joyce was Section Leader in the Coordination of Benefits Department for a year. She was hired in October, 1969 and was a Claims Examiner in C.O.B. until her promotion to Section Leader.

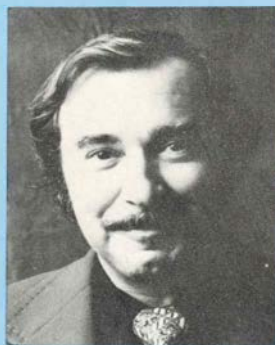
She is a native of Jacksonville and a graduate of New Stanton High School. She holds a B.A. degree in Psychology from Johnson C. Smith University in Charlotte, North Carolina.

She is a Safety Captain for the 7th floor of the South Building, has a son, Andrew, Jr., and enjoys sewing and watching football games.

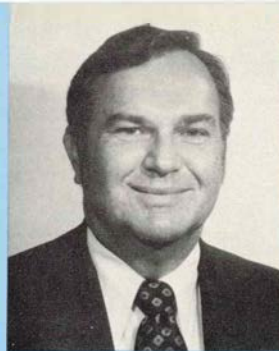




Andrew DePirro



Jose Barros



Henry Harris



Aloma Herrington

## ANDREW DePIRRO PROMOTED TO SENIOR METHODS ANALYST

The promotion of Andrew DePirro from a Methods Analyst to Senior Methods Analyst in the Methods Department was announced by Bob Batie, Manager. He has been employed with the Plans since April, 1974.

Andrew is a native of Long Island, New York and a graduate of St. Augustine High School in Brooklyn. He graduated from Dowling College in Idle Hour, New York where he received his B.B.A. degree. He is presently attending the University of North Florida working for an M.B.A. degree in Business Management.

He served two years in the Army and was discharged as an SP-4. He is married to Helen and they have three children, Drew, Patrick, and Dawn. Andrew holds membership in the Administrative Management Association and the Society of Technical Communications. His hobbies are softball and swimming.

## TWO PROMOTIONS ANNOUNCED IN PROVIDER REIMBURSEMENT DEPARTMENT

The promotions of **Jose Barros** to Manager of Provider Consulting and **Henry Harris** to Provider Consultant were announced by Dudley Bumpass, Director of Provider Reimbursement.

Before coming to the Plans, Jose was with the C.P.A. firm of Touche Ross and Company working in their Jacksonville office and in the Brussels and Madrid offices when he was assigned to their International European offices. He has been employed with the Plans since August, 1973, and has served as Assistant Manager of Provider Service since December, 1973.

He is a native of Havana, Cuba where he graduated from Escuelas Pias High School. He is a graduate of Villanova University in Havana where he received his Bachelor of Commercial Science and his Master's in Accounting.

Jose is a member of the National Association of Accountants and Hospital Financial Management Association. He is married to Lilliam and they have two children, Lilly and Joe. He received his American Citizenship in June, 1967, and his hobbies are sailing, racing hobie cats and tennis.

Henry Joined the Plans in November, 1971 and served as a Senior Auditor until his promotion to Provider Consultant. He is a native of Dothan, Alabama where he graduated from Rehobeth High School. He holds a B.S. degree in Accounting from Sanford University in Birmingham and served in the Army as a Warrant Officer.

Henry is a member of the Hospital Financial Management Association, is married to Rilla and enjoys reading and gardening in his spare time.

## ALOMA HERRINGTON PROMOTED TO MICROFILM SUPERVISOR

The promotion of Aloma Herrington to Supervisor of the Medicare B Microfilm Department was announced by Jimmie Rust, Assistant Manager of Claims Processing II, effective December 30. She has been employed with the Plans since March, 1969 and other jobs have included Retriever Operator from 1969 to 1970 and Section Leader of Microfilm from 1970-1974 until her promotion.

She is a native of Charlotte, North Carolina and is a graduate of Andrew Jackson High School. She is married to Jim and they have one son, Jimmy, 14 years old, who recently lettered in football as a tackle and guard. When Aloma is not cheering at a football game she is swimming, dancing or camping.

## MARGIE CODY PROMOTED TO MEDICARE B TRAINING INSTRUCTOR

The promotion of Margie Cody to Medicare B Training Instructor was announced by Bill Johns, Manager of Operations Support, effective January 2. She has been employed with the Plans since October, 1968 and previously was a Section Leader of Correspondence Control. She has also been a Section Leader in Combined Services and a Correspondence Clerk for the Physician Hotline.

Margie is a native of Jacksonville where she graduated from New Stanton High School. She and her husband, William, celebrated their third wedding anniversary on New Year's Eve. She enjoys working with young people, cooking, reading, and is a scout leader for junior and cadett Girl Scouts. She is active in the West Union Baptist Church.





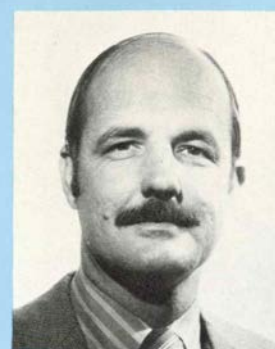
Adelma Tooley



Pamela Housh



Warren Glenn



Dale Douberly

## ADELMA TOOLEY PROMOTED TO CORRESPONDENCE SUPERVISOR

Adelma Tooley was promoted to Supervisor of the Medicare B Correspondence Department, effective December 16, according to Terry Martling, Special Assistant. She has worked in Medicare since her employment in October, 1966 and served as Section Leader for the past four years.

She is a native of Orlando and attended Boylan Haven High School in Jacksonville. She graduated from Fessenden Academy in Ocala. She is a widowed mother of 12 children and enjoys reading and traveling when time allows. The PROFILE reporter describes her as being "well liked by all of her co-workers."

## PAMELA HOUSH PROMOTED TO NIGHT CLAIMS SUPERVISOR

Pamela Housh was promoted from Medicare B Claims Examiner to Supervisor of Medicare B Night Claims Examining, effective November 25, according to Jackie Adkins, Assistant Manager. She has been employed with the Plans since January, 1974 and has trained many other examiners on the pilot testing of Direct Data Entry.

Pamela is a native of Anderson, Indiana where she graduated from Anderson High School. She is married to Jack and enjoys playing tennis.

## WARREN GLENN NEW CORPORATE RECRUITER

Warren Glenn has been hired as a new Corporate Recruiter in the Human Resource Division, reporting to Russ Anderson, Employment Manager of the Human Resource Division, effective December 16.

He is a native of Richmond, Virginia and graduated from Pusan American High School in Pusan, Korea. He attended Virginia State College in Petersburg, Virginia where he received his B.A. degree in History and Social Science.

Warren's father was in the Armed Services enabling him to travel throughout most of the United States and visit such countries as Korea, Japan and China. He is a bachelor and his hobbies are basketball, football, tennis, and music.

## NEW MEDICARE INFORMATION SERVICE POSITION FILLED BY DOUBERLY

Recently named to the new position of Manager, Medicare Information Service, is A. Dale Douberly, a 13-year veteran with the Plans.

In this new position, he will be responsible for providing the necessary liaison with all Social Security Administration District Offices within our service area as well as all Blue Cross and Blue Shield Branch Offices. He will periodically contact these offices, updating Medicare information and changes, noting problems and areas of concern, and relaying these back in order to provide the Medicare program in Florida with a strong chain of communication.

Dale will be visiting each of the Regional and Branch Offices of the Social Security Administration during the coming weeks, updating them on the Medicare program in Florida as seen from the eyes of the intermediary and carrier.

Dale was hired in Orlando in 1962 and served central Florida as Physician Relations Representative for six years. He moved to Jacksonville in 1968 and organized the Utilization Review Department. Three years later he was promoted to Manager of Program Development, working with new health delivery concepts such as HMO's. Dale served 14 months "on loan" as Metro Director for the National Alliance of Businessmen until last June, working closely with Mr. Herbert who was Metro Chairman.

## SECTION LEADER PROMOTION

**Faye Hinman** was promoted to Section Leader of Centralized Microfilm effective December 23.

She was hired in April, 1974 as a Camera and Retriever Operator. In October she was promoted to Microcode Camera Operator in the Medicare B Microfilm Department. She is a native of Jacksonville where she graduated from Ribault Senior High School. She is married to Dale and her hobbies are tennis, swimming, and skin diving.



## SECTION LEADER PROMOTION

**Frances Mitchell** was promoted from Claims Examiner to Section Leader in the Major Medical Department. She has been an employee since May, 1972.

She is a native of Douglas, Georgia and graduated from Boylan-Haven School for Girls. She attended Duval Vocational School of Nursing as an L.P.N. for one year. She is married to Wesley and they have four sons, Morris, Maurice, Michael, and Shawn. She is a member of the ROTC Parents Club and her hobbies are music (guitar and singing), and swimming.

## JIM WILLIAMS FIRST CROWN MEMBER TO BECOME C. P. M.



Jim Williams

Jim Williams, Manager of Purchasing and Office Services, has become the first Certified Purchasing Manager in the Crown Chapter of the National Association of Purchasing Management (NAPM) and one of only a few Floridians to receive this coveted honor.

The designation Certified Purchasing Manager is a professional one and is earned by meeting certain academic and experience standards, and by contributing to the purchasing profession. This professional certification is the means by which NAPM denotes that a member has attained a level of qualification considered necessary to establish their competence and proficiency as described by NAPM standards.

In addition to his membership in the above, Jim serves as a member of the Mayor's Advisory Committee, the Program Advisory Committee for Purchasing curriculum at Florida Junior College, and the National Association of Fleet Administrators.

He has been an employee with the Florida Plans for nearly 24 years, almost as long as he has been in the Florida National Guard. He holds the rank of Major in the Guard which he has served for 25 years.

Jim has always been active in Employees Club activities as a golfer and served on the Steering Committee for the Employees Club Gift Shop.

Jim has taken courses at the University of Oklahoma, Harvard University, the University of Southern Mississippi and the University of North Florida.

Jim and his wife, Nona, have two sons, Doug and Ronald. In addition to golf, he is an avid hunter and fisherman.

## HEALTH FOR YOU—THE CONSUMER

This message is reprinted from the Department of Health and Welfare, Public Health Division, City of Jacksonville:

Have you ever stopped to think about the many ways the Health Department affects your life every day? Have you had diphtheria, hepatitis, polio, whooping cough, dysentery, food poisoning, or typhoid? If not, it is largely due to the preventive measures taken daily by the professionals within the Health Department to safeguard your health.

Inspectors, communicable disease workers, and medical teams are continually searching for potential health hazards as well as eliminating those identified. Facilities such as restaurants, supermarkets, utility companies, etc., providing direct public service that could affect the health of the public have guidelines set up and enforced by the Health Department.

You might ask, "What other services can I receive from the Health Department?" Every Duval County resident has access to the Cardiovascular Screening program, mobile unit for Hypertensive Screening, the Tuberculosis clinic, Venereal Disease clinic, Rodent Control, and the Sanitation Complaint section.

A few of the Health Department services are only available to the medically indigent, meaning those persons referred for financial reasons to the Health Department for medical services. The qualifications are based on doctor referrals, hospital referrals, or financial hardship. These services are Family Planning, WIC program, immunization, primary care, well baby clinic and the dental clinic.

There are many other ways in which the Health Department strives to make the public more aware of good health practices: through written materials, speakers, and direct person to person contact. You the consumer have a major role in preventive medicine. By being aware of the services available and daily implementation of good health habits you can work with the Health Department in maintaining good health.



## Announcing...

Another exclusive for club members

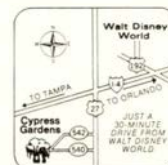
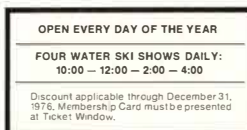
## FLORIDA Cypress Gardens

Now, the MAGIC KINGDOM CLUB card entitles your employees and their families to a special admission price at CYPRESS GARDENS near Walt Disney World in Florida.

	REGULAR PRICE	CLUB MEMBER PRICE
Adult	3.50	3.00
Junior (12-18)	2.50	2.00
Child (6-11)	1.50	1.00
Florida Resident Annual Admission	5.00	4.50
Children under 6, FREE with parent.		

(All prices subject to change without notice.)

Truly one of Florida's finest attractions, CYPRESS GARDENS features the new **Gardens of the World**, palm-fringed lagoons, winding waterways, and the most spectacular **WATER SKI SHOWS** in the world.



Take I-4 West from Walt Disney World

Contact **Jim Gray**, Employees Club Director, 6th Floor, Main Building, for 1975-1976 Magic Kingdom Club membership card and take advantage of this new discount.





## Valentine's Day Used To Be For The Birds

Valentine's Day is a time  
for lovers. Originally it was for the birds. During the Middle ages, Europeans believed that February 14 marked the beginning of the bird mating season. From this feathery beginning sprang the practice of choosing a loved one on Valentine's Day. Chaucer in his "Parliament of Fowles" refers to it in this way: "For this was Seynt Valentyne's day. When every foule cometh to choose his mate." Shakespeare also alluded to the mating of birds in February's "Midsummer Night's Dream". While the bird theory seems to be the most popular, it doesn't explain how Valentine, Roman martyr of the third century, came to be the patron saint of lovers. He wrote no love songs, nor was he ever rumored to have promoted the cause of love. His association with Valentine's Day is totally unexplained. Another theory traces back to the early Roman holiday of Lupercalia, when young Romans put the names of maidens into a box and drew the names of their loves for the coming year. At first celebrated on February 15, the holiday was later changed to February 14 by Pope Gelasius in 496 A.D. and named St. Valentine's Day. World historians have come up with yet another theory. They suggest that the connection between Mr. Valentine and lovers grew out of the similarity between the Norwegian word "galantin", meaning a lover of women, and the name of the saint. They think that Galantin's Day with the initial "g" frequently pronounced as "v", led to the confusion which resulted in Mr. Valentine becoming the patron saint of sweethearts and lovers. Whatever the explanation, Valentine's Day has come a long way from the mating of birds and the sweetheart lottery of long ago to the hearts and flowers customs of today. Red hearts, lace-trimmed cards, flowers and candy today are emblematic of February 14 - the day set aside for lovers. The origin of Valentine's Day may be nebulous, but the essential ingredient to make it meaningful is certain - all you need is love.